AN ORAL HISTORY OF THE WINFIELD DUNN ADMINISTRATION

INTERVIEW WITH

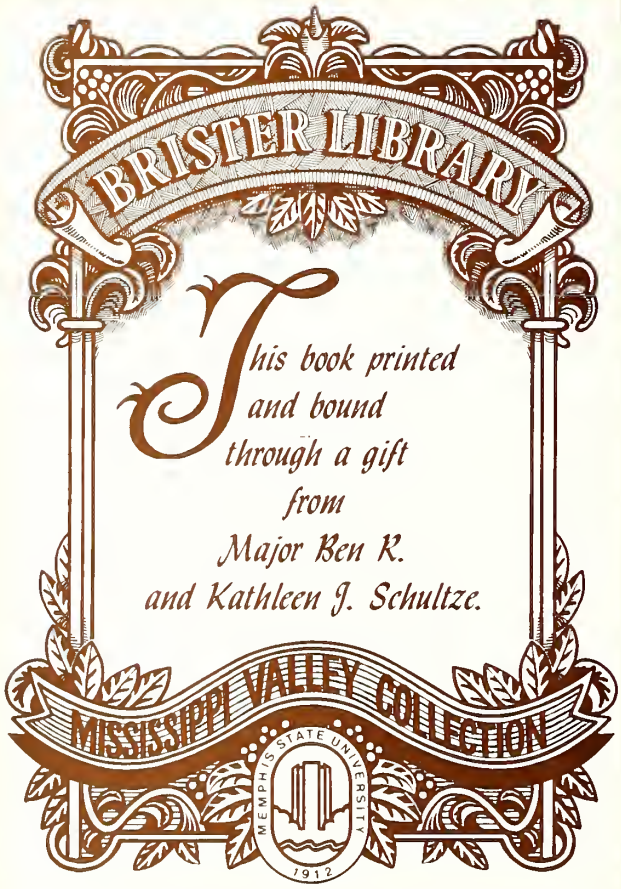
DR. JACK MOBLEY

BY - CHARLES W. CRAWFORD

TRANSCRIBER - MARY MORGAN

ORAL HISTORY RESEARCH OFFICE

MEMPHIS STATE UNIVERSITY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AUGUST 7, 1979

BY CHARLES W. CRAWFORD

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ORAL HISTORY RESEARCH OFFICE

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Mobley

Jan. 12, 1980

MEMPHIS STATE UNIVERSITY

ORAL HISTORY RESEARCH OFFICE

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PLACE Knoxville, TN

DATE August 7, 1979

(Jack M. Mobley)

Jack M. Mobley

(INTERVIEWEE)

Charles W. Crawford

(For the Mississippi Valley Archives of the John Willard Brister Library of Memphis State University)

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THIS IS THE ORAL HISTORY RESEARCH OFFICE OF MEMPHIS STATE UNIVERSITY THIS PROJECT IS "THE WINFIELD DUNN PROJECT." THE DATE IS AUGUST 7, 1979, AND THE INTERVIEW IS WITH DR. JACK M. MOBLEY IN KNOXVILLE, TENNESSEE. THE INTERVIEW IS BY DR CHARLES W CRAWFORD, DIRECTOR OF THE MEMPHIS STATE UNIVERSITY ORAL HISTORY RESEARCH OFFICE AND IS TRANSCRIBED BY MARY JANE MORGAN.

DR CRAWFORD: Dr. Mobley, let's begin with some background information about you. Then we'll proceed to the campaign of 1970. Would you give a little information beginning, perhaps, with date and place of birth and anything about your family and your education, and a summary of your experience up, say, to the year 1970.

DR. MOBLEY: Okay. Well, I was born in Mississippi, 1930, in north Mississippi, in Mantee, Mississippi. I think I was probably as welcome as the plague, because I was born in 1930, during the Depression. My father moved--worked for the railroad, and we lived in about two other places before we moved to Jackson, Mississippi, in 1939, when I was starting the fourth grade. I went through the public school system in Jackson and graduated from Milsaps College in Jackson in 1951. Graduated by going winter and summer. I got through in '51. I then went to Mississippi State for one semester, waiting to hear from medical school, and in October of 1951, I was accepted for medical school, and for the July class of 1952. I grad-

uated from University of Tennessee Medical School in Memphis in 1955 in December. I interned in Tulsa, Oklahoma, at Hillcrest Medical Center, '51 and the whole year of '52. I graduated from med school in '55, interned in 1956, and in 1957 moved to Hazelhurst, Mississippi, and was in general practice until 1960, June of 1960. I then left there and went to Duke Medical Center in Durham, North Carolina for anesthesia residency, and completed that in 1962 in June, and moved to Knoxville, Tennessee, and have been here ever since.

As far as political involvement goes, I was a late bloomer in getting started. It was about 1965 before I really learned what a precinct committee was. I got involved because a good friend of mine who was involved, I was complaining one day about government, and he said, "Well, what have you done about it?". And I said, "What do you mean?". He said, "Are you on your precinct committee?". And then he gave me my first education in politics. The next February I got on, in about '65, I got on my precinct committee out in east Knoxville. And that was in the good old days when we used to nominate by convention. And we used to have some lovely fights and intrigue, which made it very interesting, I thought. And I started my career there on the precinct committee. And finally got on the executive committee of the Knox County Republican party. And since 1970 I've served two terms as Primary Board chairman. In 1970, when the Dunn campaign started, I was not on the Primary Board,

I was simply a precinct committeeman. And I lived out in west Knoxville at that time.

I got involved with Winfield Dunn. I always felt a little miffed because it seemed like every other physician in the state got a letter from Winfield saying, "What do you think about a dentist for governor?". And I never did get one. I don't believe I ever got one of those letters. But nevertheless, in about March of 1970, I was talking to my good friend Jack Bevins down at his drugstore in Concord, Tennessee. And he was very active in his precinct. His father had been elected official here, and the Bevins family was well thought of in political circles. We were talking one afternoon, I believe it was the latter part of March, and we got to talking about who we were going to support for governor. And we went through the liabilities and assets of all the candidates. And finally he said, "Well, I sort of like that fellow Winfield Dunn myself." And I said, "Well, I've been thinking about that myself." So we decided then that we'd agree on him, but we needed to expose him, because he was not well-known, and that would be an over-statement to say he was well-known. He wasn't known at all.

So we used the old political intrigue that I loved so much back then. We decided I'd call Winfield up long distance and find out his first open speaking engagement some evening, and once we got that established, we'd invite the other candidates to speak. And so we set up a

date in the latter part of April, his first available time. And we told him we knew he was probably short of money so we'd pay his airline ticket up here, just to get him up here to speak. But fortunately, I think he had had some other speaking engagement in this area, so we didn't have to spend that money.

But anyway we arranged a meeting at Farragut High School for an evening, 7:00 evening. I think we had approximately 120 people there. The meeting was chaired by Warren Webster, then the county chairman. And all five candidates appeared. I'll have to stop and think: Maxey Jarman, Claude Robertson, Bill Jenkins, Winfield, and a lawyer from Maryville, I never can think of his name, he runs about every four years for governor. His most outstanding contribution, he was going to give every state employee their birthday off. That's about all I remember from the meeting of what he had to say. The rest of them were attractive candidates, and I think everyone thought that probably Maxey Jarman might have been the most qualified at the time, as he did have considerable business experience. But at the meeting, Winfield was such a, I wouldn't say dynamic speaker, but folksy speaker, that I think everybody came away duly impressed with him as a gubernatorial candidate. And from there, he appointed me as county, temporary county chairman, because I really didn't have the qualifications or the knowledge of the people in the county at that time, I didn't think, to handle the campaign, but I told

him I'd hold it together and be a figurehead until such time as he found somebody more qualified. At that time it was just E. S. Bevins and his brother Jack and I who were in the forefront on this candidate. After the meeting, E. S. Bevins said, "Well, he seemed like a nice fellow. If ya'll need any help, let me know." Well, in about June of that year, he was appointed campaign manager for Winfield, because of his political connections through his father and his own activities.

DR. CRAWFORD: This was Jack Bevins?

DR. MOBLEY: E. S. Bevins, had been appointed campaign manager.

And all through the campaign when he was working so hard, about sixteen hours a day, his brother and I would always tell him that we were certainly glad that he was helping us so much. Because he was doing most of the work at that time. This was a low-budget outfit, needless to say, and had to take a lot of bank-rolling out of our own pocket and a few friends, putting the squeeze on them to get enough money really to operate. We had a reception for Winfield prior to that meeting out at Farragut High School. And Bill Jenkins had one, and he had drawn about 2500 to 3000 people. So to impress the voters, that this man did have money, we had some of the fanciest invitations to a reception you've ever seen. Cost us $500, and I think we had 2,000 printed. Unfortunately, only about 50 people showed up.

DR. CRAWFORD: Did you actually sell tickets to that?

DR. MOBLEY: No, this is just an invitation to meet the candidate.

We had about 350 too many invitations and about five gallons too much punch and cookies, when the reception was over with. But anyway, after this slow, inconspicuous start, in the campaign, he knew that Shelby County was sort of going to be his, but he needed Knox County, the third biggest county, and I think he was sort of conceding Nashville to the Democrats.

But he knew he had to get the east Tennessee vote, so we saw a lot of him in east Tennessee, and I'm sure he spent a lot of time in Memphis and the counties surrounding Shelby County. But he was a frequent visitor in Knoxville. And during this time, he used to stay at my home just to save campaign expenses, and, but he would arrive late at night and leave early in the morning. And the poor thing would leave before I got up, sometimes. And then we'd have to meet him at the airport late at night, so he'd miss dinner at home, and I don't really know when the man ever ate, to tell you the truth.

DR. CRAWFORD: Ate on the run, I think.

DR. MOBLEY: At one time, I know he got in at about two o'clock in the morning and we took him by one of our quick food places here, and got ahold of some bad onions or something. And he says, "You can't campaign too well with bowel problems." (Laugh) So, these are a few of the things I remember, up to that time.

But anyway, after June, we had collected enough money, and we had to make a decision on where to open the campaign headquarters.

Traditionally in Knoxville, they've had them downtown. Well, downtown, we felt, was not the best location because, first of all, restroom facilities weren't as available. A place to eat was not as available as the one we had in mind, which was the Holiday Inn on Dale Avenue. And they had a little front room there, I believe it would rent at that time for about $100 a month. And so we opened up with about a ten-by-twenty-foot office. It's now where they have the pinball machines, I understand. And we got Mrs. Jo Ann Clark, I believe, at that time, to manage the office for a paltry sum of money, but, being a good Republican, she volunteered to work on the basis that we'd pay her when we could.

DR. CRAWFORD: Do you remember approximately when you opened that office?

DR. MOBLEY: That office opened in about June. So we really didn't have but approximately two months before the election to get our act together. I think our vote, what they wanted out of Knox County at that time was about 5400 votes. And I think in the primary in August we got approximately 5800-5900 votes. We got more than our quota. This required a lot of introductions to Winfield to various political figures in Knox County, Mr. Breezy Wynn was one we finally got him introduced to. He was taken by to see Mr. Cas Walker.

And with the number of candidates and especially Mr. Jenkins from east Tennessee was in there, it made it a very hard thing to get anyone

really enthusiastic. We felt, though, that if we could get the individual to meet the candidate, they'd vote for him. Because we were so sold on him, he sold himself so well, that it was a matter of pressing the flesh. Because Winfield at that time didn't have a great deal of money to run his campaign on, so the news coverage, as far as television spots and radio announcements and so forth, was less than optimal. But I think it was just a hard campaign, day in and day out in meeting the people in this county, that got him the votes. But on election night, in August of '70, I had begun my vacation. I was in Memphis, so I went by his headquarters. And it was pretty dismal. He wasn't doing too badly, but when Chattanooga reported Maxey Jarman, he came in Shelby County, something like 33,000 votes. But when he got to Shelby County, he closed the gap very rapidly, and won by, what figure I can't remember now, but it was not any question that he had won when he got through with Shelby County vote added to the poll. And so we were very happy here. That night, I understand in Knoxville, I wasn't here on election night, unfortunately, but they opened up two or three rooms down at the Holiday Inn, those banquet rooms, and had a pretty joyous time down there.

After the primary, I think Winfield took a couple of weeks off, went off with some friends on a vacation to rest up. They were from Memphis, I've forgotten what their names are. But when he came back, we started back on the same trail again. Of course, then we got a lot

of help because he was the party candidate. And at that time our opponent, as you well know, was the chicken king of Tennessee, and, what was, I can't remember . . .

DR. CRAWFORD: John J. Hooker.

DR. MOBLEY: John J. Hooker. And, but I think the thing to do was to beat John J. Hooker to death with his franchises, which went defunct. And from then on through hot August and September, it was a matter of stretching the candidate out as far as you could get him, and fighting to get him in here. In all campaigns, of course, we thought Knox County was the only place he could possibly win in, and we had to have him all the time. Other areas of the state thought differently. Lamar came in, was sent down as his campaign director at that time, from Senator Baker's office. And he sent down a PR man from Senator Baker's office, Mr. Ralph . . .

DR. CRAWFORD: Griffith, maybe?

DR. MOBLEY: Griffith. Being a little bit suspicious of east Tennesseans, we thought possibly that--do you want me to say all the things that occurred like this?

DR. CRAWFORD: Yes sir, if you would. We need it all.

DR. MOBLEY: All right. We thought Senator Baker was sending his folks down here to take over the campaign because he was going to be running in about two years for re-election. Fact is, Mr. Griffith and I had a discussion one night right before election. I told

him, "Ralph, you'll be here for four years, setting it up for Senator Baker." He said, "No, I won't, either. I'm going back as soon as the election's over with." Mr. Griffith did serve four years as Winfield Dunn's press secretary. I think that Mr. Alexander's a nice fellow, and he had a tough job, but I remember one time when we had television, radio interviews set up, and all of a sudden he called to say that they had had to cancel that, and he had to go someplace else. Well, he and Mr. Bevins got in such a discussion that finally Winfield got on the phone to try to calm Mr. Bevins down, because, you know, if Winfield Dunn told E. S. it was all right, then it was all right, you know, but he wasn't going to take this from Lamar. There was a little feeling in there, I think that lasted for the campaign.

DR. CRAWFORD: I know several people had doubts about the change that took place in the staff, you know, from the primary to the general.

DR. MOBLEY: Well, we got wind of this, too, nothing direct from Winfield Dunn, but from the grapevine. We understood that a lot of the more professional men in the party went down to Nashville right after the primary, and told Mr. Dunn that he'd better appoint some of them as the county managers because he had a bunch of amateurs up there. Well, we didn't think we were doing too bad for a bunch of amateurs. And, like I said, we had a good product to sell, if you can call a person a product, we had a good product to sell, and it made our job a lot easier.

And I think Republicans throughout the state got enthusiastic about it. And, surprisingly, a lot of Democrats did not buy Mr. Hooker, and they had to disappoint their grandfathers and vote Republican one time. And I think this is the way we won in the campaign. We did have a little funny time up here at a fund raising dinner. We rented a club here that seated about 800 people, and so we printed up a thousand tickets, and 1200 people showed up. And it was a very hilarious affair. We had--not that Sheriff Buford Pusser was hilarious, but we did have him there. And then, in the midst of the program we, I had one of my partners dressed up like the old Dodge sheriff, with the Plymouth sheriff, and the man that talked like a Southern-hick sheriff. And we told everybody that Winfield did have to leave right after things to catch a plane and really hadn't had time to eat, but the management had been kind enough to fix him a lunch to carry with him on the plane to eat, at which time we had a young girl bring out a silver tray with a cover on it. And inside was a rubber chicken. Well, just as he was looking at the chicken, my partner, Dr. Gibson, came flying down the aisle dressed like a sheriff, and he told him he was confiscating that chicken as the last asset for the Minnie Pearl Fried Chicken franchise in Knoxville. (Laugh)

So, we had a lot of fun with Winfield. He had a good sense of humor, and not like a lot of politicians I could name, he has never forgotten his friends. We have been close friends since that time. And during his

administration, I tried to avoid calling him unnecessarily. I don't think I got anybody--I got one person fired, I think, and that's simply because he had been carrying around a Democratic candidate, threatening some of my friends with loss of any state business if they did not donate money. Now this may have been a lobbyist, I don't know, but I won't mention any names.

DR. CRAWFORD: No, I think those things are pretty much a matter of historical fact.

DR. MOBLEY: Oh. And I did get one lady replaced in her job because she had been fired, I thought, due to political reasons, and we got her reinstated in her employment. And as far as patronage goes, this was about the extent of it.

DR. CRAWFORD: Were you on the county Good Government Committee?

DR. MOBLEY: I was on the county Good Government Committee, and I can assure you that anybody that was on this committee, you will get a lot more papers to see than you really know anything about them. And we had no reason to, if someone seemed qualified, and they'd been approved by the Personnel Department, we'd just send them on through. If an occasional person that we had known had been working on the other side of the fence, and there was somebody else more qualified, we did try to give them the job. But as far as any great interference in state functions, this committee never did function like that. His co-treasurers for the campaign were Quentin Gulley and

and Dick Empy.

DR. CRAWFORD: Could you spell Mr. Empy's name?

DR. MOBLEY: E-m-p-y. And they co-owned a plastic extrusion company here. And they were the treasurers of the organization.

DR. CRAWFORD: In Knox County?

DR. MOBLEY: Yes. I had some fancy title like "regional manager" or something of this nature, you know, you make up titles as it seems fit. But really it was more or less preaching.

And one thing that Winfield did that got little things, for an example, there was a nurse that worked up on the floor at the hospital. And she was a big Democratic voter. And we used to get in heated arguments when I was making rounds about the Democrats versus the Republicans. And she said, "That Winfield Dunn, nobody knows him, and I wouldn't vote for anybody I didn't know." And said, "What does he know about government?' Well, he was in town one day. I took him down to the operating room, then took him up to her floor when she was working. He walked up to her and said, "I'm Winfield Dunn, and I'm sorry you don't like me." Said, "I wish you'd vote for me." Well, she near about flipped out on the floor in a dead faint, because by this time he had reached the television stage. It did make a considerable impression, and the story did get around the hospital, and I think it won a lot of votes. But this is

the type of little thing he would do, and make an impression on folks.

DR. CRAWFORD: He worked awfully well with people.

DR. MOBLEY: He certainly did. Well, what else now?

DR. CRAWFORD: All right, what about election night in November? What do you remember about that, Dr. Mobley?

DR. MOBLEY: I tell you, you know, if you stay around a campaign long enough, about a week before elections, you either get a sinking feeling, or you get a faint glimmer of hope. About a week before the election time, or maybe eight or nine days before the election, we got the feeling that he was going to make it. And by election night--election day--I don't think there was any doubt in any of our minds that he was going to make it. I didn't say he was probably going to make it big. But sitting down and counting up the votes in our minds, we got this feeling that he was going to get it. And we were just going crazy, because here was the gut feelings, that the man was going to win. And we thought the only thing that would hold us back would be a low voter turnout, because you had to have every person that was going to vote for Winfield Dunn to come out and vote that day. So about 1:00 in the afternoon, Mr. Bevins and I rented a cab and went around about eight or ten key precincts, just to see what the vote was, and see how it was running compared with other elections.

And as I recall, the vote turnout was pretty good around here, as

far as, there was not a low vote, and we had to have all the votes we could get. But the voting seemed to be heavy enough, that we felt that we had a chance to win. Because he had to pick up all of east Tennessee, and all of Shelby County, and try to take our chances. We figured in Nashville, with Bill Brock running, we'd do fairly well, hold our own down there anyway, and take Shelby County good and take east Tennessee good. And this is the way it happened. We picked up far more Democratic votes than we thought down in west Tennessee. But still Winfield didn't win but by fifty, some-odd thousand votes, and Bill Brock won by forty, low forties in his race. After Election Night, the returns were in, we sponsored a little party over at the Holiday Inn where you're staying today. And Bill Brock came by shortly and, what I remember him saying, said, "I don't have any jobs, but any Republicans want a job, you see E. S. Bevins in Knox County."

As I said, we really didn't put that many people in office or use any sort of clout, and never tried to disrupt any government functions around here, like trying to tell the administrator out at Eastern State what to do, bugging the Revenue Department or the Employment Security or anything like that. We just sort of went along with what the papers of Nashville sent us. If we didn't know them, we just passed them on as approved. We did have one ultimatum from Winfield about it, and that was, he said, "You can have any job that you can find a qualified person

for, but that first you have to find a qualified person, you have to find a qualified person, you have to find a reason to fire anybody that's legitimate, and it has to be so good that it can be printed on the front page of the Nashville Banner, or the Tennessean, whichever one is the big Democratic paper." I think the Tennessean, traditionally, whichever one is the biggest Democratic paper down there.

DR. CRAWFORD: Tennessean.

DR. MOBLEY: Tennessean, he said if it could be printed on the front pages of the Tennessean, you can have the job. That's a sort of tough criteria to try to change anything, so we sort of acted on it, though.

DR. CRAWFORD: What about financing after the primary? You really had to work and get by on a careful budget before. How did it change afterwards?

DR. MOBLEY: Campaign funds locally were much improved, but with his total budget, I think for the whole primary less than about $78,000, I understand, somewhere around there. In the other, not much over $200,000, as I recall, is the figure, you can probably find out. But money was not that plentiful. It was a lot better. We could add a second secretary down there and catch up on the back payments to the original one. And we could buy advertising time without a lot of personal donations and arm-twisting to get the money. We did

not have the phenomena you sometimes see. The treasurer had a post office box and we thought, well, the day after election or two days after we'd have a lot of money down there postmarked earlier, you know, from people wanting to get in on the winner. But we didn't really, we didn't see this phenomenon. We were probably disappointed in that. We did have some campaign funds left over. I think in large part they were turned back over to the state party. I don't know. You'd have to ask Mr. Empy the facts of how they came down.

DR. CRAWFORD: Your budget in Knox County?

DR. MOBLEY: Yes. I believe we met our budget here. And it was not a real hard job to do. I think people were, no reflection on John J., but, I think, a little afraid of him, and a lot of businesses, I understand, had been sort of strongarmed a little bit, and we picked up some from them very easily. So money was not quite a problem after, like in any general election is not like the primary where the money's hard. The other came a lot easier. And I think we did meet our quota without too much effort. Mr. Frank Barnett, I believe, came down and from the Nashville group. He uh, we had files and cards in all businesses and the usual literature going out, and pledges requested, and it hardly paid to do that, really, during the primary, but after the primary we became more productive. During the primary it was more or less just a personal solicitation and, begging,

really. So after--like the usual things in a general election, the money comes a lot easier. Of course, we had nothing to spend like Jake Butcher had to spend in this last campaign, nowhere near that, but they sort of timed, I think, [BREAK]

. . . and I think he was the one that sang the "Jolly Green Giant" song, I believe. But everyone around here sort of liked his song, I believe. It was pretty catchy, I thought. It's sort of hard to sing, though. That's the only other thing wrong with it, I understand, it was sort of hard to sing. I know at our fund raising campaign we had this young lady up there who was a pretty good vocalist, but it took her about three starts to get the right first note, to get started on it, so . . . And she was a trained singer, so I think it took a little getting used to to sing that campaign song, but it was a good song.

DR. CRAWFORD: If you had to guess about the Knoxville vote, what sort of people would you guess gave most of the support to Winfield Dunn here in the county?

DR. MOBLEY: I think that our main vote, naturally, has to come out of the middle-income families. One of his strongest supporters was a foreman down at the railroad shops here. He invited Winfield in there. He became sold on him, and invited him to meet, maybe 200 men working down there. But Winfield, he's like myself, he didn't come from a high socio-financial group. I mean he wasn't used to money, I'll put it like this.

DR. CRAWFORD: Well, he came from outside Knoxville, of course.

DR MOBLEY: Right, uh-huh. But he had this personality that he got along better, I think, with these people in the middle groups than he did any other. Now he did have the support of, shall we say, our socially prominent people here who were Republicans or who were neutral. This silent majority that Mr. Nixon used to talk about came out and voted, because the alternative, in their estimation, was not even to be considered. So I think from the middle and upper income, and a lot of those in the lower socio-economic areas of the county came out and voted, because they too are very honest people also, and they are interested in government. And he won a lot of their votes, because Winfield was not the kind of person that you would be afraid to talk to. They knew it, and the word got around that he would talk to anybody. Funny thing that came up during the campaign: Apparently Winfield, no one knew it, but had a slight altercation with some gentleman down in Memphis. I think the man kicked the candidate or had done something several years back.

DR. CRAWFORD: Yes.

DR. MOBLEY: And apparently Dr. Dunn just sort of let him have it back. And so this came out in the primary and one of the other candidates from east Tennessee, his workers wanted to know whether to bring it up. He said, "For God's sake, don't mention it. Just because a guy kicked him and he hit him, that'll get him

25,000 votes out of my district up here." (Laughter) So I think people appreciated his integrity and, but I would say our votes probably came mostly from the middle section, and then those who are in other areas and want to get on the bandwagon, you know. But in the initial campaign, most of it was middle, middle-income people who voted.

DR. CRAWFORD: He obviously got some Democratic and/or Independent support.

DR. MOBLEY: Yes, Democrats come out that had been nominally Democrats, the present President of the American Dental Association being one. And if I was better on names, I could flip that name out for you right now. I'll have to look it up for you in the phonebook. He lives here in Knoxville. But he was one of our supporters, and we got a lot of support from those who are interested in mental health. And this is a large number of people, whether anybody believes it or not.

There's a lot of people intimately concerned with this problem. And Winfield had promised to do something about it, and I think his record shows he did do something about it. The investigation into Eastern State, he appointed a committee in February. Mr. Jack Draper, an attorney here, was chairman. I was on the committee. Mr. Empy and one black lady and the President of Knoxville College was on it. And I can't remember the rest of the members on it. But we did hold an investigation.

And this followed a Knoxville Journal exposé of it one, at a midnight press coverage of Eastern State conditions. And it was pretty--it was terrible, absolutely terrible. You run across such things as, "Why are so many dirty clothes around here?" "The washing machine's broken down." "Well, why don't you fix it?" "Well, the motor costs more than $25.00, and you have to send to Nashville and get it." "Well, why don't you lock the door so they can't overload it, or somebody supervise it?" "Well, you'll have to take that up with somebody else." Bureaucratic runaround, and the superintendent and the administrator, I think, were allowed to resign. The present head was hired, and on our recommendations I think one old building and part of another one torn down, and some paint was bought, finally. And the, especially the children's area over there, the adolescent area, were in despicable condition. And this is, with a little paint and a little effort and some staff that cared, and an administrator and a superintendent who were interested in mental health, professionals, then the situation improved dramatically, and before Winfield left office they had gotten approved by the, I've forgotten what board it is, but the one that determines whether or not you get Medicare payments. And of course, their financial condition improved then, once they got accredited, that's the word I was looking for. But they did get accredited before he left office. I was invited over to that ceremony and I think the governor was very pleased with the . . .

DR. CRAWFORD: Richard Treadway was the one, I believe, who worked on that for you, meeting the mental health.

DR. MOBLEY: Yes, but the administrator they had hired for Eastern State at that time, and---you'll notice I'm not very good on names. But anyway, he was a professional, came here from another state, and made a lot of changes in the administrative procedures over there, been an excellent man to have over there. And Dick Treadway, as Commissioner of Mental Health, has been behind this 100%, and he's used to coming in quite frequently, and the governor came down and inspected the thing himself. And right after he came down and inspected it is when he appointed this committee of local citizens to investigate it fully.

DR. CRAWFORD: I remember that was reported in the Memphis papers rather extensively.

DR. MOBLEY: Yeah. Fact is, we got to be called the "rat patrol" because there was some discussion about some exterminator business over there in question, so they said, "Well, we were just members of the rat patrol," and that was sort of our nickname around in my group of friends, anyway.

But all in all it was a very enjoyable experience to bring home a winner, and I think that's probably the last big winner I had except Nixon, and I reckon I'd vote for him again too, really. Or Baker, I've just never been involved in Senator Baker's campaigns. Only thing I've

ever said concerning Baker, when he lost the first time he ran, I said, I saw him at the Country Club one night, and said I hope he ran again, we'd try to get him elected next time. And he did get elected the following election. But, like I said, this is my biggest campaign. I don't reckon I'll ever have another one like it. And you don't get but about one a lifetime, I think, where you really get intimately involved in the campaign against tremendous odds, and bring home a winner.

DR. CRAWFORD: He was a good candidate for that. What about the audiences with which you were most effective, Jack? You feel large audiences, small ones, person-to-person contact?

DR. MOBLEY: Well, in the primary--like I said, the man was a natural campaigner. He could talk to an individual. The fact is, the first person he talked to in Knox County to tell him what he was going to do for Knox County was an elderly gentleman that lived out on Watt Road, west of here. And the people in that area did not have access to the interchange, and they were about thirteen miles either way from the Interstate. So this gentleman had spent two years prior to 1968 writing--bless his heart--to every political figure, locally, nationally, or what have you, trying to get an interchange put in there. And so this Mr. Smith, the first person I had Winfield meet, because west Knox County is a big area out there. West Knox County affects Loudon County, Grainger County sort of, and he talked to him down at the

senior citizens center in east Knoxville. And that was Mr. Smith's object in life, was go get Watt Road put up. And Watt Road is now a reality. And I think Winfield probably appropriated the money for it right before he left office, because it got built about the year before he got out of office, or two years, maybe, later. But now we have a Watt Road interchange. I don't know whether Mr. Smith ever lived to see that thing completed or not, but he'd been happy.

DR CRAWFORD: I hope he did.

DR. MOBLEY: I asked a lady today, she lived on Watt Road, how they liked the interchange. She said, "Lord, Doctor, that's the greatest thing that ever happened to us. You used to drive thirteen miles to get on the Interstate, and now it's just right there out from my house." So that's one happy voter, I'd say. But this type of personal contact. But you could actually see in the primary, and I'm talking about these are hardcore, dedicated, few in number supporters. But it's sort of like a religious meeting, you know. He walked in the room and everybody'd just go crazy, you know. And after the election, the same response. He could walk in a room, and everybody'd start smiling, looking happy and enthusiastic. And it was just a contagious type thing. Because he is just that type personality.

DR. CRAWFORD: How would you explain that? Is there any factor or factors you see in his being that type person? I know what you're talking about, but how do you describe it?

DR. MOBLEY: Well, he spoke down at Lenoir City at a football game one night, or some sort of meeting at the football field, and he had the usual three to five minutes to talk, you know. And as E. S. Bevins said, when you saw him walk across that field with that country boy gait he's got, he figured he was going to win all those votes down there because he's just like an old country boy. And I think this is just what he relayed to folks. He was a humble, country boy-type personality. But he had sort of a funny walk, you know, if you've ever noticed him when he's walking before a crowd he walks a little bit, shuffling a little bit, you know.

DR. CRAWFORD: A little bit like Abraham Lincoln maybe . . .

DR MOBLEY: Right. You know, we tried to quit calling him that after he got elected governor, but we used to call him "Winfred" because somebody on the elevator one day, said--of course, he shook hands with everybody on elevators, grocery stores, it didn't make any difference, buying gas, he'd get out and campaign. This older gentleman said, "Winfred who?". And so from then on, the rest of the campaign till he got elected governor, he was "Winfred". And he sort of liked that, because he knew he was battling name recognition. And we'd call him Winfred just to let him know that we still had a lot of way to go, you know.

DR. CRAWFORD: Well, a lot of people at the beginning were saying, "Winfield who?".

DR. MOBLEY: Oh, yeah. "Winfield who?" used to be a good one. We probably should have written up "Winfield who?" after he got elected, but I remember when Tennessee played Mississippi in '67, and they had those buttons saying, "Archie who?", and Tennessee got beat 37-0, it was probably very good not to put "Archie who?" on there--or I mean "Winfield who?" on there. (Laughter) But he was "Winfred" and "Winfield who?". And this was really a thing to get name recognition. It was tough.

DR CRAWFORD: Do you think being from west Tennessee was a handicap to him over here?

DR MOBLEY: Lord, no. He was a Republican. Republicans were so starved for a governor, I think they would have voted for him from Alaska, and Eskimo, if he could have run in east Tennessee, anything in east Tennessee. People don't realize, I think, how partisan east Tennesseans are--or were at that time. I think it's dropping off now, how partisan Republican they were. And in 1970, and I think it's gone down some, because we've seen a lot more Democrat votes out of east Tennessee, but at that time the Republican party, I think, was probably tougher. I don't think it's quite as tough as it used to be. And they would have voted for, like I said, an Eskimo, if he'd been a Republican. And then there is that great silent majority of 30% of the people that will vote for the candidate. And I think he was lucky in

having John J. for an opponent. I can think of some others he might have had a tougher time with.

DR CRAWFORD: I have told him I thought personalities played a very important part in that campaign. The two people who helped him most were Winfield Dunn and John J. Hooker.

DR. MOBLEY: Right. I think he hit a happy medium there. Like I said, I think the vote of 1974, our late previous governor, I think he was a Democrat. Lamar Alexander's a nice man. Blanton's a Democrat and won. They found out about him, and I think this probably hurt the Democratic party pretty bad as far as state politics goes. Of course, in four years they'll forget that and they'll be back to voting Democrat again.

DR. CRAWFORD: Nonetheless, the '78 campaign was remarkable, to have a Republican gubernatorial candidate who carried seven out of eight congressional districts. I did not expect anything like that.

DR. MOBLEY: I didn't either. I think in '78, I think Mr. Butcher overspent, overkilled. He started late with massive publicity. He carried on through the campaign, and I think the type people we were talking about, middle, lower-income, a lot of other, may have known in other areas, may have known that this was costing money. Now where is he going to get it to pay himself back from? And everybody gets a little bit nervous about this. I'm not saying he's dis-

honest or would take state money to do it, but the ordinary citizen questions sometimes why you're going to spend $100,000 for a $25,000 job. I think some people have a misconception that they're spending their own money. Nevertheless, they put two and two together. You're not going to make $25,000 and you got a $100,000 campaign, you're going to owe somebody something. And I think they thought he was spread too thin.

DR. CRAWFORD: What about the reaction toward Governor Dunn in Knox County at the end of his administration? Had it declined? Had he lost any popularity?

DR. MOBLEY: I think due to his conflict with our distinguished representative from the First District, Mr. Quillen, over his med school, I think the medical community here thought he took the correct stand. At the time, when they were pushing for this east Tennessee med school, and you can change this if I'm not right, but at the time the Dental School was on probation, the Medical School was underfinanced, and they were wanting to add another medical school to it, which is a tremendously expensive institute to finance. The "pie-in-the-sky" federal financing was great. This is what the federal government sometimes does. It gets you started, and then you have to row your own boat, they'll shove you off from shore. And I think everybody recognized the fact that you had one medical school that was doing, underfinanced, and a

dental school that was on probation, what you didn't need was more medical facilities. And I think that those who understood the mechanics of the situation, I think he's still as popular as ever with them. I think in east Tennessee he probably got a lot of bad PR up there.

DR. CRAWFORD: In the Johnson City area, I would guess. Also because of the Morristown prison matter there. And Highway 11-W. But that didn't affect much in Knox County?

DR. MOBLEY: No, but fortunately, I think 411 is not as heavily traveled now. I've been on it before the Interstate was built and after the Interstate was built. My wife and I traveled on it several times. And before the Interstate was built, between Kingsport and Knoxville we counted something like 70 trucks, you know, just one after the other. The last time I was there we had eight to ten trucks. They were just local deliveries, you know.

DR. CRAWFORD: So the trucks were using the Interstate.

DR. MOBLEY: Interstate. Of course, everybody up there said, "Well, no, they won't go, it's too far." And it's not too far. They're travelling that like crazy now. And I think Winfield was right about it. But a lot of people, I think, local self-interest, they wanted a good 411, you know, when the Interstate was really the answer to it.

DR. CRAWFORD: I believe those things did hurt him in the First Congressional District, Jimmy Quillen's district,

you know. But . . .

DR. MOBLEY: I don't think Knox County, that he was affected that much by it, because really they weren't issues that concerned us. And secondly, I think he made a reasonable presentation of his case, and I think people bought it. They did not have this self-interest, and we all have self-interest, and everybody wants to get things for their district. But I think their feelings were hurt by his opposition to the med school. I still think it's the correct stand. Maybe now, or ten years from now, when the state has surplus money they don't know what to do with, it'd be a great idea, as long as the others are accredited and have the staff that you need. We're going to meet this doctor shortage before long. And . . . I don't know whether there's a shortage now or not, (laughter) to tell the truth, medically speaking. I think they say there's a shortage because not every small town has one. But not every small town's going to ever have one.

DR. CRAWFORD: It's a matter partly of where they want to go.

DR. MOBLEY: It's a matter of where the new graduates and post-residency and internship people--they're married, too. They want good schools. They want a nice restaurant to eat at, and they want some free time, and I don't think that's too much to ask. And I think Winfield's plan of creating training centers was a much better solution to the doctor shortage than a med school because med students leave, and they go all over the place to residencies and

internships. They meet and marry and don't want to leave there, where they've done their postgraduate training. They settle down there. If you could catch them in a situation where they do their, maybe two years of med school like they do now and the internship and the residencies in an approved hospital, and go serve some time out in these areas, they're going to meet, marry, and stay there, or else they're going to fall in love with Johnson City or Kingsport or Morristown and want to stay there. And I think this is, and also they have an opportunity to learn about the area in the year or two or four years they spend there. They get to know the community, and it's like everybody else, you know, you live in a place long enough and you learn to like it, or learn to hate it, one and if you hate it, you're not going to stay there, and if you like it, you'll probably stay there. So, I think he had the right concept on this.

DR CRAWFORD: I have to agree with him on that, that you can't finance more schools when the ones you have aren't up to par. I know some people up there did resent it, I've no idea how many, what percentage, but I know some did.

DR MOBLEY: Well, a political figure who has a vote to determine something had best vote for something for his area, or he won't be there to vote. Mr. Tom Garland, or Senator Tom Garland up in Greeneville, I don't want to misquote him, but the gist of it was, a politician's primary job is to be in office, because if you're not in office, you can't do anything for anybody. So consequently he said, if

I go out there and try to convince him---it came up about this UT swimming pool down here. A park had bought $240,000 corner lot and removed a drugstore, planted grass and a tree on it. And that sort of got to some of the folks, and then they built this aquatic center. And he says, "It's sort of hard to explain to my folks why those students need an aquatic center when they're still swimming in the creek up home, you know." Because somebody asked him, "Why don't you stand up and tell them what's right, you know, and what's good?" He said, "If I stood up and told them that I thought we ought to have an aquatic center with their kids swimming in creeks, I wouldn't even have a vote, because I wouldn't be there." This sort of gist of the situation. I think, nothing derogatory, but if a person wants to run in public life, he's going to have to satisfy his constituents whether he really believes it or not. He's going to have to vote that way, or else he won't be there to vote next time.

DR. CRAWFORD: I believe Winfield understood that about the local political support for it up there.

DR MOBLEY: But he had the intestinal fortitude to still try to do what he thought was best. I don't think they've ever faulted him on that. He did what he thought was best. He had no ulterior motive to not put the med school except the matter of money.

DR. CRAWFORD: I know at least a lot of the press in the state supported him on that.

DR MOBLEY: Yeah. I think most of them did. I don't know, I hear there was some Democratic-east Tennessee Republican coalition that got it voted in, but . . . you know, going back in political history background material. And the reason I got convinced that one person could do something---do you remember in 1970 Bill Jenkins, or '68, they got a Republican House majority?

DR CRAWFORD: That would have had to be '68, I believe.

DR MOBLEY: '68? Well, Tom Garland and another fellow came through town here and invited me down to meet with some legislators who was going to explain the position of the Republican party. About thirty people were down there, and I was still a new member. This was '68; I hadn't been involved but about three years. I went down there, and they said they was going to have lunch, an invitation to lunch. I went down there and listened, and after the lunch was over and they had done their talking, they started passing out donation cards and taking up money. I had about two dollars on me; that's my usual amount of money I carry around with me. And all of a sudden I realized that these high rollers in there were donating a hundred, two hundred, five hundred dollars. I was sort of embarassed, so I asked for a pledge card, because I didn't have a check with me, anything. So I did go out and for about a hundred dollars sent out 3600 letters to every physician in Tennessee, Republican, Democrat, I didn't know. I got back $3600, one dollar per doctor, about. The thing was, I'd asked

them to give $5.00 for every year they'd been out of med school to a maximum of 60. Out of this 3600 letters, counting about 150 came back "wrong address" and how that happened I don't know. But anyway we got $3600. But that's the year that they won the House. As I think it shows---you know. Tom Garland appreciated it, and all the local legislators appreciated it. It was a one-man show, really. But, nevertheless, somebody got involved and did something. And we sent money all over the state. It's probably illegal, because we never did file with the state, you know, I don't know whether that would count as a financial disclosure at that time or not.

DR. CRAWFORD: I don't doubt that it was illegal then. I don't know whether it would be now or not.

DR. MOBLEY: I just noticed I got a bank statement from the Tennessee Physicians' GOP, and I don't know how much money's left in that old account. The account's still there. There was probably about $25.00, and I'm sort of wondering what to do with it right now. I know they're getting sick and tired of carrying it on their books.

But I really believe that Winfield Dunn's campaign was one that showed what the ordinary person--and Lord knows, we didn't have any professional politicians in the area screaming and hollering about how great Winfield Dunn was. They were keeping sort of a low profile and

shaking your hands, because we had Claude Robertson running, had Bill Jenkins running, Maxey Jarman. We had two prominent political figures. Claude Robertson had been state chairman. Jenkins was just past Speaker of the House. And so we really didn't have this professional group of active political people in this campaign, and like I said, that's the reason it came from the solid majority and those who were, got caught up in the personality of the man.

DR. CRAWFORD: Well, you seem to have done the right thing with your amateurs. The results speak for that.

DR. MOBLEY: We got a lot of professional help right after the primary. Everybody got down with it, because it was a political party type thing, and we got a lot of help. Fact is, when he wound up, we'd had one little ten-by-twenty foot office, we had rented two other rooms in the motel, plus one upstairs for a conference room, and had opened an office downtown where Mrs. Sterchi worked. No, she worked in downtown--Mrs. Shoemaker worked in downtown office. We finally put one down there where the other political candidates in the general campaign had an office. We put an office down there. We thought it would help spread the word amongst those, and at least show we weren't standoffish, but our main office was down in the Holiday Inn. And, you're talking about money. We missed it. Money must have been coming in good; we couldn't have afforded four rooms down there.

DR CRAWFORD: What about your vote quotas? The state organization had a fairly careful plan about what they wanted from different parts of the state. Who gave them to you, do you remember?

DR MOBLEY: Oh, I don't know who. I assume probably Lamar was the final figure on that, how much he thought he could get out of each county. But I really don't know. Excuse me a minute. [End of tape.]